

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Examiner | SUSANNA M. DIAZ | Customer No. | 23669 |
| Application Title | APPARATUS FOR MERCHANDISE PROMOTION OPTIMIZATION | | |
| First Named Inventor | PHIL DELURGIO | | |

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Dear Sir:

Please accept the attached correspondence for the above-identified matter. I hereby certify under 37 CFR 1.8 that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on the date of signature shown below.

Respectfully submitted,
HUFFMAN PATENT GROUP, LLC

/ Richard K. Huffman/

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